

TOURISM PERFORMANCE FUND MARKETING COMMITTEE **FUNDING DISBURSMENTS FOR FY 04**

For FY 04, this body had \$450,000 to be distributed according to the guidelines established by the committee, which state that funded projects must meet the goals and objectives of the Division Travel Development's strategic plan for tourism promotion.

Six projects were funded:

Ski Utah

\$100,000 to support multi-page co-op advertising sections in major national magazines.

SUNPARKS (formerly known as SUNPAC)

\$135,000 to produce a brochure promoting Utah's five national parks.

Internet Pay Per Click

\$125,000 to pay for Internet placements conducive to activating key words in search engines assuring that utah.com appears in the top suggested sites on designated searches.

UTIC (Utah Tourism Industry Coalition)

\$50,000 to upgrade, and implement the SuperHost Hospitality training program.

Kanab's Western Legends Round-Up

\$12,000 to be used for advertising this annual event in selected markets out of state.

Davis County's Great Salt Lake Bird Festival

\$28,000 for advertising in national birding magazines, and other marketing out of state.